CLAIMS:

1. A tri-panel binder clip sleeve adapted to secure indicia to a binder clip, the binder clip comprising first and second resilient jaw portions, a connecting spine portion therebetween and an outer surface along each of the jaw and spine portions, the binder clip further having a handle secured to each of the jaw portions such that pressing together of the handles separates the jaw portions, the tri-panel binder clip sleeve comprising:

- a first panel in overlying relationship with the first jaw portion outer surface, said first panel having an outwardly-facing surface for displaying indicia located thereon;
- a second panel in overlying relationship with the second jaw portion outer surface, said second panel having an outwardly-facing surface for displaying indicia located thereon; and
- a third panel spaced between and connecting the first and second panels, the third panel being in overlying relationship with the spine portion and having an outwardly-facing surface for displaying indicia located thereon.

2. The tri-panel binder clip sleeve of claim 1 wherein:

- the jaw and spine portion outer surfaces each have an area defined by length and width dimensions; and
- the first, second and third panels each have an area substantially congruous with the respective jaw and spine portion outer surfaces.

3. The tri-panel binder clip sleeve of claim 1 wherein the tri-panel binder clip sleeve is a unitary member.

4. The tri-panel binder clip sleeve of claim 3 wherein the tri-panel binder clip sleeve is self-supporting.

5. The tri-panel binder clip sleeve of claim 4 wherein the first, second and third panels are sized such that the tri-panel binder clip sleeve is in frictional engagement with the binder clip.

6. The tri-panel binder clip sleeve of claim 5 wherein the tri-panel binder clip sleeve comprises a material selected from the group consisting of plastic, acrylonitrile butadiene styrene, acrylic, polyethylene, melamine, polyvinyl chloride, styrene, vinyl, LEXAN, polyethylene, brass and aluminum.

7. The tri-panel binder clip sleeve of claim 1 wherein:

- the tri-panel binder clip sleeve comprises a foldable substrate;
- the first, second and third panels each have an inwardly-facing surface; and
- an adhesive is located on at least portions of the first and second panel inwardly-facing surfaces; and
- the adhesive secures the tri-panel binder clip sleeve in engagement with the binder clip.

8. The tri-panel binder clip sleeve of claim 7 wherein the foldable substrate comprises paper.

9. The tri-panel binder clip sleeve of claim 7 wherein the foldable substrate is made of a material selected from the group comprising paper, mylar and poyethylene film.

10. The tri-panel binder clip sleeve of claim 7 wherein the jaw and spine portion outer surfaces each have an area defined by length and width dimensions and the foldable substrate is pre-formed such that the first, second and third panels each have an area substantially congruous with the respective jaw and spine portion outer surfaces.

11. The tri-panel binder clip sleeve of claim 10 wherein the adhesive is located on substantially all of the first, second and third panel inwardly-facing surfaces.

12. The tri-panel binder clip sleeve of claim 7 wherein the tri-panel binder clip sleeve further includes a fold line between each of the first and third and second and third panels to facilitate engagement of the panels with the binder clip.

13. The tri-panel binder clip sleeve of claim 7 wherein the tri-panel binder clip sleeve further includes a perforation line between each of the first and third and second and third panels to facilitate engagement of the panels with the binder clip.

14. The tri-panel binder clip sleeve of claim 1, further including a light-transmissive sleeve element located over the binder clip sleeve.

15. A tri-panel binder clip sleeve adapted to be secured over a binder clip, said binder clip having first and second jaw portions, a spine portion therebetween and an outer surface along each portion, said binder clip further having an axis and a generally triangular structure in a section transverse to the axis, the tri-panel binder clip sleeve comprising:

- a unitary, self-supporting sleeve element including:
  - a first panel configured for overlying relationship with the binder clip first jaw portion outer surface, said first panel having an outwardly-facing surface for displaying indicia located thereon;
  - a second panel configured for overlying relationship with the binder clip second jaw portion outer surface, said second panel having an outwardly-facing surface for displaying indicia located thereon; and
  - a third panel spaced between and connecting the first and second panels, the third panel being configured for overlying relationship with the spine portion outer surface and having an outwardly-facing surface for displaying indicia located thereon; and
- said unitary, self-supporting sleeve element being structured such that the first, second and third panels are configured and arranged to correspond to the binder clip structure.

16. The tri-panel binder clip sleeve of claim 15 wherein:

- the jaw and spine portion outer surfaces each have an area defined by length and width dimensions; and
- the first, second and third panels each have an area substantially congruous with the respective jaw and spine portion outer surfaces.

17. The tri-panel binder clip sleeve of claim 15 wherein the first, second and third panels are sized such that the tri-panel binder clip sleeve is in frictional

engagement with the binder clip.

18. The tri-panel binder clip sleeve of claim 17 wherein the tri-panel binder clip sleeve comprises a material selected from the group consisting of plastic, acrylonitrile butadiene styrene, acrylic, polyethylene, melamine, polyvinyl chloride, styrene, vinyl, LEXAN, polyethylene, brass and aluminum.

19. The tri-panel binder clip sleeve of claim 15 further including an adhesive located on substantially all of the first, second and third panel inwardly-facing surfaces.

20. The tri-panel binder clip sleeve of claim 15 wherein the tri-panel binder clip sleeve further includes a transition portion between each of the first and third and second and third panels to facilitate engagement of the panels with the binder clip.

21. The tri-panel binder clip sleeve of claim 15 wherein the indicia are raised or indented elements proximate the panels.

22. The tri-panel binder clip sleeve of claim 15, further including a light-transmissive sleeve element located over the binder clip sleeve.

23. A method of affixing indicia to a binder clip, said binder clip having first and second jaw portions, a spine portion therebetween and an outer surface along each portion, the method comprising:

- affixing indicia to a tri-panel binder clip sleeve, said sleeve having a first panel structured for overlying engagement with the binder clip spine portion and second and third panels structured for overlying engagement, each with one of the binder clip jaw portions; and
- affixing the tri-panel binder clip sleeve to the binder clip.

24. The method of claim 22 wherein the binder clip sleeve first, second and third panels are structured to frictionally engage the binder clip and the affixing step comprises the step of sliding the binder clip sleeve over the binder clip.

25. The method of claim 22 wherein the binder clip sleeve first, second and third panels each have an inwardly-facing surface and an adhesive located on at least a portion of the inwardly-facing surfaces and the affixing step comprises the step of adhering the binder clip sleeve to the the binder clip.

26. The method of claim 22 further including the step of placing a light-transmissive sleeve element over the binder clip sleeve.